

**WHAT IS CLAIMED IS:**

1. A system for buying and selling spots for advertisements, said system comprising:

a central computer system connected to a global communications network;

5 an agency unit connected to the global communications network, said agency unit including a plurality of terminals for receiving information from and transmitting information to said computer system via the network, and said agency unit being used by an agency in a process for buying advertisement spots;

10 a facilitator unit connected to the global communications network, said facilitator unit including a plurality of terminals for receiving information from and transmitting information to said computer system via the network, and said facilitator unit being used by a facilitator in the process for buying advertisement spots and in a process for selling advertisement spots;

15 an affiliate unit connected to the global communications network, said affiliate unit including a plurality of terminals for receiving information from and transmitting information to said computer system via the network, and said affiliate unit being used by an affiliate in the process for selling advertisement spots,

20 wherein said computer system comprises a memory system storing a computer-executable program that includes an agency module, a facilitator module, and an affiliate module, such that:

the facilitator module enables an authorized facilitator user to input information to the memory system of the computer system regarding an advertisement, to view and/or edit the inputted information, and to perform communications with the

agency and the affiliate regarding the advertisement,

the agency module enables an authorized agency user to view and/or obtain information regarding the advertisement from the memory system of the computer system, and to perform communications with the facilitator regarding the advertisement, and

the affiliate module enables an authorized affiliate user to view and/or obtain information regarding the advertisement from the memory system of the computer system, and to perform communications with the facilitator regarding the advertisement.

2. A system according to Claim 1, wherein the agency module is adapted to enable the authorized agency user to:

submit an availability request to the facilitator regarding the advertisement;

view proposal information for a proposal from the facilitator regarding the availability request;

submit a response to the proposal to the facilitator;

if the proposal is accepted by the agency, view order information for an order to the affiliate regarding the advertisement, the order information including a schedule of spots for the advertisement;

if the order is accepted by the affiliate, view contract information for a contract automatically generated from the accepted order;

view invoice information for an invoice corresponding to the order;

download a version of the proposal information, the order information, the contract information, and/or the invoice information formatted for analysis using agency software; and

view and/or print a printable version of the proposal, the order, the contract, and/or the invoice information.

3. A system according to Claim 2, wherein each of the proposal information, the order information, the contract information, and the invoice information includes status information for tracking a status of the proposal, the order, the contract, and the invoice, respectively.

4. A system according to Claim 1, wherein the affiliate module is adapted to enable the authorized affiliate user to:

submit availability information to the facilitator regarding available spots for advertisements;

view order information for an order from the facilitator regarding the advertisement, the order information including a schedule of spots for the advertisement;

submit a response to the order to the facilitator;

if the order is accepted by the affiliate, view contract information for a contract automatically generated from the accepted order;

submit information regarding an affidavit of performance of the contract to the facilitator;

download a version of the order and/or the contract formatted for analysis

using affiliate software; and

view and/or print a printable version of the order and/or the contract.

5                   5. A system according to Claim 4, wherein each of the order information and the contract information includes status information for tracking a status of the order and the contract, respectively.

6. A system according to Claim 1, wherein the facilitator module is adapted to enable the authorized facilitator user to:

receive an availability request from the agency regarding the advertisement;

10                   exchange availability information with the affiliate regarding available of spots for advertisements;

prepare a proposal for an advertisement schedule;

submit the proposal to the agency;

receive a response to the proposal from the agency;

15                   revise the proposal;  
if the proposal is accepted by the agency, generate an order from the accepted proposal;

submit the order to the affiliate;

receive a response to the order from the affiliate to the facilitator;

20                   if the order is accepted by the affiliate, automatically generate a contract from the accepted order;

revise the order and submit the revised order to the affiliate;

if the revised order is accepted by the affiliate, automatically generate a contract from the accepted revised order;

store and update invoice information for an invoice corresponding to the order; and

receive information regarding an affidavit of performance of the contract from the affiliate.

7. A system according to Claim 1, wherein multiple authorized agency users from multiple agencies may access the agency module.

8. A system according to Claim 1, wherein multiple authorized affiliate users from multiple affiliates may access the affiliate module.

9. A system according to Claim 1, wherein the network is comprised of an Internet network.

10. A system for buying spots for advertisements, said system comprising:  
a central computer system connected to a global communications network;  
an agency unit connected to the global communications network, said agency unit including a plurality of terminals for receiving information from and transmitting information to said computer system via the network, and said agency unit being used by an agency in a process for buying advertisement spots;

a facilitator unit connected to the global communications network, said facilitator unit including a plurality of terminals for receiving information from and transmitting information to said computer system via the network, and said facilitator unit being used by a facilitator in the process for buying advertisement spots;

5                    wherein said computer system comprises a memory system storing a computer-executable program that includes an agency module and a facilitator module, such that:

                    the facilitator module enables an authorized facilitator user to input information to the memory system of the computer system regarding an advertisement, to  
10                    view and/or edit the inputted information, and to perform communications with the agency, and

                    the agency module enables an authorized agency user to obtain information regarding the advertisement from the memory system of the computer system, and to perform communications with the facilitator user regarding the  
15                    advertisement, and

                    wherein the agency module is adapted to implement any or all of:

                    a logon authorization process to permit only an authorized agency user to access the agency module;

                    a search of the memory system for orders associated with a logon  
20                    ID of the authorized agency user, based on search criteria inputted by the authorized agency user;

                    cause a list of orders resulting from the search to be displayed;

                    cause information corresponding to an order selected from the list

to be displayed;

cause proposal information, contract information, and/or invoice information corresponding to the selected order to be displayed;

convert the order information, the proposal information, the contract information, and/or the invoice information to a format selected by the authorized agency user, the format being compatible with agency software; and

download the converted order information, the converted proposal information, the converted contract information, and/or the converted invoice information to the agency unit.

11. A system according to Claim 10, wherein the agency module is adapted to implement any or all of:

search of the memory system for proposals associated with a logon ID of the authorized agency user, based on search criteria inputted by the authorized agency user;

cause a list of proposals resulting from the search to be displayed;

cause information corresponding to a proposal selected from the list of proposals to be displayed;

enable the authorized agency user to input comments on each schedule entry of a plurality of schedule entries of the selected proposal;

generate a printable version of the proposal information.

12. A system according to Claim 10, wherein the agency module is

adapted to implement any or all of:

perform a search of the memory system for invoice information associated with a logon ID of the authorized agency user, based on search criteria inputted by the authorized agency user;

5                                   cause a list of invoices resulting from the search to be displayed;

cause information corresponding to an invoice selected from the list of invoices to be displayed;

convert the invoice information to a format selected by the authorized agency user, the format being compatible with agency software; and

10                               download the converted invoice information to the agency unit.

13. A system according to any one of Claims 10, 11, and 12, wherein the network is comprised of an Internet network.

14. A system for selling spots for advertisements, said system comprising:

a central computer system connected to a global communications network;

15                               an affiliate unit connected to the global communications network, said

affiliate unit including a plurality of terminals for receiving information from and transmitting information to said computer system via the network, and said affiliate unit being used by an affiliate in a process for selling advertisement spots;

a facilitator unit connected to the global communications network, said

20                               facilitator unit including a plurality of terminals for receiving information from and

transmitting information to said computer system via the network, and said facilitator unit



being used by a facilitator in the process for selling advertisement spots;

wherein said computer system comprises a memory system storing a computer-executable program that includes an affiliate module and a facilitator module, such that:

5                               the facilitator module enables an authorized facilitator user to input information to the memory system of the computer system regarding an advertisement, to view and/or edit the inputted information, and to perform communications with the affiliate, and

10                              the affiliate module enables an authorized affiliate user to obtain information regarding the advertisement from the memory system of the computer system, and to perform communications with the facilitator user regarding the advertisement, and

wherein the affiliate module is adapted to implement any or all of:

15                              a logon authorization process to permit only an authorized affiliate users to access the affiliate module;

                                  a search of the memory system for orders associated with a logon ID of the authorized affiliate user, based on search criteria inputted by the authorized affiliate user;

                                  cause a list of orders resulting from the search to be displayed;

20                              cause information corresponding to an order selected from the list to be displayed;

                                  cause contract information corresponding to the selected order to be displayed;

convert the order information and/or the contract information to a format selected by the authorized agency user, the format being compatible with agency software; and

download the converted order information and/or the converted contract information to the affiliate unit.

15. A system according to Claim 13, wherein the network is comprised of an Internet network.

16. A method for buying spots for advertisements utilizing a central computer system with a memory system storing a computer-executable program that includes an agency module, a facilitator module, and an affiliate module, and utilizing a global communications network interconnecting the computer system, an agency, a facilitator, and an affiliate, said method comprising the steps of:

the agency submitting, via the agency module and the network, an availability request to the facilitator regarding the advertisement;

the agency viewing, via the agency module and the network, proposal information for a proposal from the facilitator regarding the availability request;

the agency submitting, via the agency module and the network, a response to the proposal to the facilitator;

if the proposal is accepted by the agency, the agency viewing, via the agency module and the network, order information for an order to the affiliate regarding the advertisement, the order information including a schedule of spots for the

advertisement;

if the order is accepted by the affiliate, the agency viewing, via the agency module and the network, contract information for a contract automatically generated from the accepted order;

5 the agency viewing, via the agency module and the network, invoice information for an invoice corresponding to the order;

the agency selecting, via the agency module, a format for downloading the proposal information, the order information, the contract information, and/or the invoice information, such that information downloaded in the selected format is compatible with and may be is further analyzed using agency software; and

10

the agency viewing and/or printing, via the agency module and the network, a printable version of the proposal, the order, the contract, and/or the invoice information.

17. A method according to Claim 16, wherein each of the proposal

15 information, the order information, the contract information, and the invoice information includes status information for tracking a status of the proposal, the order, the contract, and the invoice, respectively.

18. A method for selling spots for advertisements utilizing a central computer system with a memory system storing a computer-executable program that

20 includes an agency module, a facilitator module, and an affiliate module, and utilizing a global communications network interconnecting the computer system, an agency, a

facilitator, and an affiliate, said method comprising the steps of:

the affiliate submitting, via the affiliate module and the network,  
availability information to the facilitator regarding available spots for advertisements;

the affiliate viewing, via the affiliate module and the network, order  
5 information for an order from the facilitator regarding the advertisement, the order  
information including a schedule of spots for the advertisement;

the affiliate submitting, via the affiliate module and the network, a  
response to the order to the facilitator;

if the order is accepted by the affiliate, the affiliate viewing, via the  
10 affiliate module and the network, contract information for a contract automatically  
generated from the accepted order;

the affiliate submitting, via the affiliate module and the network,  
information regarding an affidavit of performance of the contract to the facilitator;

the affiliate selecting, via the affiliate module, a format for downloading  
15 the order information and/or the contract information, such that information downloaded  
in the selected format is compatible with and may be analyzed using affiliate software;  
and

the affiliate viewing and/or printing, via the affiliate module and the  
network, a printable version of the order and/or the contract.

20 19. A method according to Claim 18, wherein each of the order  
information and the contract information includes status information for tracking a status  
of the order and the contract, respectively.

20. A method according to any one of Claims 16 and 18, wherein the facilitator module is adapted to enable the authorized facilitator user to:

receive an availability request from the agency regarding the advertisement;

5 exchange availability information with the affiliate regarding available of spots for advertisements;

prepare a proposal for an advertisement schedule;

submit the proposal to the agency;

receive a response to the proposal from the agency;

10 revise the proposal;

if the proposal is accepted by the agency, generate an order from the accepted proposal;

submit the order to the affiliate;

receive a response to the order from the affiliate to the facilitator;

15 if the order is accepted by the affiliate, automatically generate a contract from the accepted order;

revise the order and submit the revised order to the affiliate;

if the revised order is accepted by the affiliate, automatically generate a contract from the accepted revised order;

20 store and update invoice information for an invoice corresponding to the order; and

receive information regarding an affidavit of performance of the contract from the affiliate.

21. A method according to any one of Claims 16 and 18, wherein the network is comprised of an Internet network.

22. A method for buying spots for advertisements utilizing a central computer system with a memory system storing a computer-executable program that includes an agency module, a facilitator module, and an affiliate module, and utilizing a global communications network interconnecting the computer system, an agency, a facilitator, and an affiliate, said method comprising the steps of:

performing, via the agency module and the network, a logon authorization process to permit only an authorized agency user to access the agency module;

inputting, via the agency module and the network, search criteria for searching for orders;

searching the memory system, via the agency module and the network, for orders associated with a logon ID of the authorized agency user, based on the inputted search criteria;

the agency module causing a list of orders resulting from the search to be displayed;

selecting, via the agency module and the network, an order from the list of orders;

the agency module causing information corresponding to the selected order to be displayed;

the agency module causing proposal information, contract information, and/or invoice information corresponding to the selected order to be displayed;

selecting, via the agency module and the network, a download format that is compatible with agency software;

the agency module converting the order information, the proposal information, the contract information, and/or the invoice information to the selected format; and

the agency module downloading the converted order information, the converted proposal information, the converted contract information, and/or the converted invoice information to the agency unit.

23. A method according to Claim 22, further comprising the steps of:

inputting, via the agency module and the network, search criteria for searching for proposals;

searching, via the agency module and the network, the memory system for proposals associated with the logon ID of the authorized agency user, based on the inputted search criteria;

the agency module causing a list of proposals resulting from the search to be displayed;

selecting, via the agency module and the network, a proposal from the list of proposals;

the agency module causing information corresponding to the selected proposal to be displayed;

inputting, via the agency module and the network, comments on each schedule entry of a plurality of schedule entries of the selected proposal; and

generating, via the agency module and the network, a printable version of the proposal information.

24. A method according to Claim 22, further comprising the steps of:

inputting, via the agency module and the network, search criteria for searching for invoice information;

searching, via the agency module and the network, the memory system for invoice information associated with the logon ID of the authorized agency user, based on the inputted search criteria;

the agency module causing a list of invoices resulting from the search to be displayed;

selecting, via the agency module and the network, an invoice from the list of invoices;

the agency module causing information corresponding to the selected invoice to be displayed;

selecting, via the agency module and the network, a download format that is compatible with agency software;

the agency module converting the invoice information to the selected format; and

the agency module downloading the converted invoice information to the agency unit.

25. A method according to any one of Claims 22, 23, and 24, wherein the



network is comprised of an Internet network.

26. A method for selling spots for advertisements utilizing a central computer system with a memory system storing a computer-executable program that includes an agency module, a facilitator module, and an affiliate module, and utilizing a global communications network interconnecting the computer system, an agency, a facilitator, and an affiliate, said method comprising the steps of:

performing, via the affiliate module and the network, a logon authorization process to permit only an authorized affiliate users to access the affiliate module;

inputting, via the affiliate module and the network, search criteria for searching for orders;

searching the memory system, via the affiliate module and the network, for orders associated with a logon ID of the authorized affiliate user, based on the inputted search criteria;

the affiliate module causing a list of orders resulting from the search to be displayed;

selecting, via the affiliate module and the network, an order from the list of orders;

the affiliate module causing information corresponding to the selected order to be displayed;

the affiliate module causing contract information corresponding to the selected order to be displayed;

selecting, via the affiliate module and the network, a download format that

is compatible with affiliate software;

the affiliate module converting the order information and/or the contract information to the selected format; and

the agency module downloading the converted order information and/or the converted contract information to the affiliate unit.

27. A method according to Claim 26, wherein the network is comprised of an Internet network.

28. A programmable computer for implementing a method of buying spots for an advertisement, said programmable computer comprising a memory system storing a computer-executable program that includes an agency module, a facilitator module, and an affiliate module,

wherein said programmable computer is connected to an agency, a facilitator, and an affiliate via a global communications network, and

wherein the method comprising the steps of:

the agency submitting, via the agency module and the network, an availability request to the facilitator regarding the advertisement;

the agency viewing, via the agency module and the network, proposal information for a proposal from the facilitator regarding the availability request;

the agency submitting, via the agency module and the network, a response to the proposal to the facilitator;

if the proposal is accepted by the agency, the agency viewing, via

the agency module and the network, order information for an order to the affiliate regarding the advertisement, the order information including a schedule of spots for the advertisement;

5 if the order is accepted by the affiliate, the agency viewing, via the agency module and the network, contract information for a contract automatically generated from the accepted order;

the agency viewing, via the agency module and the network, invoice information for an invoice corresponding to the order;

10 the agency selecting, via the agency module, a format for downloading the proposal information, the order information, the contract information, and/or the invoice information, such that information downloaded in the selected format is compatible with and may be is further analyzed using agency software; and

15 the agency viewing and/or printing, via the agency module and the network, a printable version of the proposal, the order, the contract, and/or the invoice information.

29. A programmable computer for implementing a method of selling spots for an advertisement, said programmable computer comprising a memory system storing a computer-executable program that includes an agency module, a facilitator module, and an affiliate module,

20 wherein said programmable computer is connected to an agency, a facilitator, and an affiliate via a global communications network, and

wherein the method comprising the steps of:

the affiliate submitting, via the affiliate module and the network,  
availability information to the facilitator regarding available spots for advertisements;

the affiliate viewing, via the affiliate module and the network,  
order information for an order from the facilitator regarding the advertisement, the order  
5 information including a schedule of spots for the advertisement;

the affiliate submitting, via the affiliate module and the network, a  
response to the order to the facilitator;

if the order is accepted by the affiliate, the affiliate viewing, via the  
affiliate module and the network, contract information for a contract automatically  
10 generated from the accepted order;

the affiliate submitting, via the affiliate module and the network,  
information regarding an affidavit of performance of the contract to the facilitator;

the affiliate selecting, via the affiliate module, a format for  
downloading the order information and/or the contract information, such that information  
15 downloaded in the selected format is compatible with and may be analyzed using affiliate  
software; and

the affiliate viewing and/or printing, via the affiliate module and  
the network, a printable version of the order and/or the contract.

30. A programmable computer according to any one of Claims 28 and 29,  
20 wherein the facilitator module is adapted to the facilitator to:

receive an availability request from the agency regarding the  
advertisement;

exchange availability information with the affiliate regarding available of spots for advertisements;

prepare a proposal for an advertisement schedule;

submit the proposal to the agency;

5 receive a response to the proposal from the agency;

revise the proposal;

if the proposal is accepted by the agency, generate an order from the accepted proposal;

submit the order to the affiliate;

10 receive a response to the order from the affiliate to the facilitator;

if the order is accepted by the affiliate, automatically generate a contract from the accepted order;

revise the order and submit the revised order to the affiliate;

15 if the revised order is accepted by the affiliate, automatically generate a contract from the accepted revised order;

store and update invoice information for an invoice corresponding to the order; and

receive information regarding an affidavit of performance of the contract from the affiliate.

20 31. A programmable computer for implementing a method of buying spots for an advertisement, said programmable computer comprising a memory system storing a computer-executable program that includes an agency module, a facilitator

module, and an affiliate module,

wherein said programmable computer is connected to an agency, a facilitator, and an affiliate via a global communications network, and

wherein the method comprises the steps of:

5 performing, via the agency module and the network, a logon authorization process to permit only an authorized agency user to access the agency module;

inputting, via the agency module and the network, search criteria for searching for orders;

10 searching the memory system, via the agency module and the network, for orders associated with a logon ID of the authorized agency user, based on the inputted search criteria;

the agency module causing a list of orders resulting from the search to be displayed;

15 the authorized agency user selecting, via the agency module and the network, an order from the list of orders;

the agency module causing information corresponding to the selected order to be displayed;

20 the agency module causing proposal information, contract information, and/or invoice information corresponding to the selected order to be displayed;

selecting, via the agency module and the network, a download format that is compatible with agency software;

the agency module converting the order information, the proposal information, the contract information, and/or the invoice information to the selected format; and

the agency module downloading the converted order information, the converted proposal information, the converted contract information, and/or the converted invoice information to the agency unit.

32. A programmable computer according to Claim 31, wherein the method further comprises the steps of:

inputting, via the agency module and the network, search criteria for searching for proposals;

searching, via the agency module and the network, the memory system for proposals associated with a logon ID of the authorized agency user, based on the inputted search criteria;

the agency module causing a list of proposals resulting from the search to be displayed;

selecting, via the agency module and the network, a proposal from the list of proposals;

the agency module causing information corresponding to the selected proposal to be displayed;

inputting, via the agency module and the network, comments on each schedule entry of a plurality of schedule entries of the selected proposal; and

generating, via the agency module and the network, a printable version of

the proposal information.

33. A programmable computer according to Claim 31, wherein the method further comprises the steps of:

inputting, via the agency module and the network, search criteria for  
5 searching for invoice information;

searching, via the agency module and the network, the memory system for invoice information associated with a logon ID of the authorized agency user, based on the inputted search criteria;

10 the agency module causing a list of invoices resulting from the search to be displayed;

selecting, via the agency module and the network, an invoice from the list of invoices;

the agency module causing information corresponding to the selected invoice to be displayed;

15 selecting, via the agency module and the network, a download format that is compatible with agency software;

the agency module converting the invoice information to the selected format; and

20 the agency module downloading the converted invoice information to the agency unit.

34. A programmable computer for implementing a method of selling spots



for an advertisement, said programmable computer comprising a memory system storing a computer-executable program that includes an agency module, a facilitator module, and an affiliate module,

wherein said programmable computer is connected to an agency, a  
5 facilitator, and an affiliate via a global communications network, and

wherein the method comprises the steps of:

performing, via the affiliate module and the network, a logon  
authorization process to permit only an authorized affiliate users to access the affiliate  
module;

10 inputting, via the affiliate module and the network, search criteria  
for searching for orders;

searching the memory system, via the affiliate module and the  
network, for orders associated with a logon ID of the authorized affiliate user, based on  
the inputted search criteria;

15 the affiliate module causing a list of orders resulting from the  
search to be displayed;

selecting, via the affiliate module and the network, an order from  
the list of orders;

the affiliate module causing information corresponding to the  
20 selected order to be displayed;

the affiliate module causing contract information corresponding to  
the selected order to be displayed;

selecting, via the affiliate module and the network, a download

format that is compatible with affiliate software;

the affiliate module converting the order information and/or the contract information to the selected format; and

the agency module downloading the converted order information and/or the converted contract information to the affiliate unit.

35. A computer-program product embodying a computer-executable program for implementing a method of buying spots for an advertisement using a programmable computer, said computer-program product comprising:

an agency module;

a facilitator module; and

an affiliate module,

wherein the programmable computer is connected to an agency, a facilitator, and an affiliate via a global communications network, and

wherein the method comprises the steps of:

the agency submitting, via the agency module and the network, an availability request to the facilitator regarding the advertisement;

the agency viewing, via the agency module and the network, proposal information for a proposal from the facilitator regarding the availability request;

the agency submitting, via the agency module and the network, a response to the proposal to the facilitator;

if the proposal is accepted by the agency, the agency viewing, via the agency module and the network, order information for an order to the affiliate

regarding the advertisement, the order information including a schedule of spots for the advertisement;

if the order is accepted by the affiliate, the agency viewing, via the agency module and the network, contract information for a contract automatically generated from the accepted order;

the agency viewing, via the agency module and the network, invoice information for an invoice corresponding to the order;

the agency selecting, via the agency module, a format for downloading the proposal information, the order information, the contract information, and/or the invoice information, such that information downloaded in the selected format is compatible with and may be is further analyzed using agency software; and

the agency viewing and/or printing, via the agency module and the network, a printable version of the proposal, the order, the contract, and/or the invoice information.

36. A computer-program product embodying a computer-executable program for implementing a method of selling spots for an advertisement using a programmable computer, said computer-program product comprising:

an agency module;

a facilitator module; and

an affiliate module,

wherein the programmable computer is connected to an agency, a facilitator, and an affiliate via a global communications network, and

wherein the method comprises the steps of:

the affiliate submitting, via the affiliate module and the network, availability information to the facilitator regarding available spots for advertisements;

the affiliate viewing, via the affiliate module and the network, order information for an order from the facilitator regarding the advertisement, the order information including a schedule of spots for the advertisement;

the affiliate submitting, via the affiliate module and the network, a response to the order to the facilitator;

if the order is accepted by the affiliate, the affiliate viewing, via the affiliate module and the network, contract information for a contract automatically generated from the accepted order;

the affiliate submitting, via the affiliate module and the network, information regarding an affidavit of performance of the contract to the facilitator;

the affiliate selecting, via the affiliate module, a format for downloading the order information and/or the contract information, such that information downloaded in the selected format is compatible with and may be analyzed using affiliate software; and

the affiliate viewing and/or printing, via the affiliate module and the network, a printable version of the order and/or the contract.

37. A computer-program product according to any one of Claims 35 and 36, wherein the facilitator module is adapted to enable an authorized facilitator user to: receive an availability request from the agency regarding the

advertisement;

exchange availability information with the affiliate regarding available of spots for advertisements;

prepare a proposal for an advertisement schedule;

5 submit the proposal to the agency;

receive a response to the proposal from the agency;

revise the proposal;

if the proposal is accepted by the agency, generate an order from the accepted proposal;

10 submit the order to the affiliate;

receive a response to the order from the affiliate to the facilitator;

if the order is accepted by the affiliate, automatically generate a contract from the accepted order;

revise the order and submit the revised order to the affiliate;

15 if the revised order is accepted by the affiliate, automatically generate a contract from the accepted revised order;

store and update invoice information for an invoice corresponding to the order; and

receive information regarding an affidavit of performance of the contract from the affiliate.

20

38. A computer-program product embodying a computer-executable program for implementing a method of buying spots for an advertisement using a

programmable computer, said computer-program product comprising:

an agency module;

a facilitator module; and

an affiliate module,

5 wherein the programmable computer is connected to an agency, a facilitator, and an affiliate via a global communications network, and

wherein the method comprises the steps of:

performing, via the agency module and the network, a logon authorization process to permit only an authorized agency user to access the agency  
10 module;

inputting, via the agency module and the network, search criteria for searching for orders;

searching the memory system, via the agency module and the network, for orders associated with a logon ID of the authorized agency user, based on the  
15 inputted search criteria;

the agency module causing a list of orders resulting from the search to be displayed;

selecting, via the agency module and the network, an order from the list of orders;

20 the agency module causing information corresponding to the selected order to be displayed;

the agency module causing proposal information, contract information, and/or invoice information corresponding to the selected order to be

displayed;

selecting, via the agency module and the network, a download  
format that is compatible with agency software;

the agency module converting the order information, the proposal  
5 information, the contract information, and/or the invoice information to the selected  
format; and

the agency module downloading the converted order information,  
the converted proposal information, the converted contract information, and/or the  
converted invoice information to the agency unit.

10 39. A computer-program product according to Claim 38, wherein the  
method further comprises the steps of:

inputting, via the agency module and the network, search criteria for  
searching for proposals;

searching, via the agency module and the network, the memory system for  
15 proposals associated with the logon ID of the authorized agency user, based on the  
inputted search criteria;

the agency module causing a list of proposals resulting from the search to  
be displayed;

selecting, via the agency module and the network, a proposal from the list  
20 of proposals;

the agency module causing information corresponding to the selected  
proposal to be displayed;

inputting, via the agency module and the network, comments on each  
schedule entry of a plurality of schedule entries of the selected proposal; and  
generating, via the agency module and the network, a printable version of  
the proposal information.

5                   40. A computer-program product according to Claim 38, wherein the  
method further comprises the steps of:

inputting, via the agency module and the network, search criteria for  
searching for invoice information;

10                   searching, via the agency module and the network, the memory system for  
invoice information associated with the logon ID of the authorized agency user, based on  
the inputted search criteria;

the agency module causing a list of invoices resulting from the search to  
be displayed;

15                   selecting, via the agency module and the network, an invoice from the list  
of invoices;

the agency module causing information corresponding to the selected  
invoice to be displayed;

selecting, via the agency module and the network, a download format that  
is compatible with agency software;

20                   the agency module converting the invoice information to the selected  
format; and

the agency module downloading the converted invoice information to the



agency unit.

41. A computer-program product embodying a computer-executable program for implementing a method of selling spots for an advertisement using a programmable computer, said computer-program product comprising:

5 an agency module;

a facilitator module; and

an affiliate module,

wherein the programmable computer is connected to an agency, a facilitator, and an affiliate via a global communications network, and

10 wherein the method comprises the steps of:

performing, via the affiliate module and the network, a logon authorization process to permit only an authorized affiliate users to access the affiliate module;

15 inputting, via the affiliate module and the network, search criteria for searching for orders;

searching the memory system, via the affiliate module and the network, for orders associated with a logon ID of the authorized affiliate user, based on the inputted search criteria;

20 the affiliate module causing a list of orders resulting from the search to be displayed;

selecting, via the affiliate module and the network, an order from the list of orders;

the affiliate module causing information corresponding to the  
selected order to be displayed;

the affiliate module causing contract information corresponding to  
the selected order to be displayed;

5 selecting, via the affiliate module and the network, a download  
format that is compatible with affiliate software;

the affiliate module converting the order information and/or the  
contract information to the selected format; and

10 the agency module downloading the converted order information  
and/or the converted contract information to the affiliate unit.